<u>CLAIMS</u>

What is claimed is:

1　1.　　A method comprising:

2　　　　providing a first set of channels, the first set of channels selected based on a

3　predetermined criteria related to a viewing preference of a viewer; and

4　　　　inserting into the first set of channels a first channel not selected based on the

5　predetermined criteria related to the viewing preference of the viewer.

1　2.　　The method of claim 1, wherein the inserting into the first set of channels the first

2　channel includes a system operator selecting the first channel.

1　3.　　The method of claim 1, wherein the inserting into the first set of channels the first

2　channel includes disallowing the inserting into the first set of channels the first channel

3　upon determining that a number of channels not selected based on the predetermined

4　criteria related to the viewing preference of the viewer that have been inserted into the

5　first set of channels is greater than a predetermined number.

1　4.　　The method of claim 1, wherein the inserting into the first set of channels the first

2　channel includes setting the first channel to expire once a time limit has been reached.

1　5.　　The method of claim 1, wherein the inserting into the first set of channels the first

2　channel includes selecting the first channel from a set of channels that includes channels

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3     having at least a predetermined frequency in channels lists of other viewers in the

4     viewer's geographic location.

1     6.      The method of claim 1, wherein the inserting into the first set of channels the first

2     channel includes selecting the first channel from a set of channels that includes channels

3     based on a predetermined subject matter.

1     7.      A machine-readable medium that provides instructions that, when executed by a

2     machine, cause the machine to perform operations comprising:

3         providing a first set of channels, the first set of channels selected based on a

4     predetermined criteria related to a viewing preference of a viewer; and

5         inserting into the first set of channels a first channel not selected based on the

6     predetermined criteria related to the viewing preference of the viewer.

1     8.      The machine-readable medium of claim 7, wherein the inserting into the first set

2     of channels the first channel includes a system operator selecting the first channel.

1     9.      The machine-readable medium of claim 7, wherein the inserting into the first set

2     of channels the first channel includes disallowing the inserting into the first set of

3     channels the first channel upon determining that a number of channels not selected based

4     on the predetermined criteria related to the viewing preference of the viewer that have

5     been inserted into the first set of channels is greater than a predetermined number.

1    10.     The machine-readable medium of claim 7, wherein the inserting into the first set

2    of channels the first channel includes setting the first channel to expire once a time limit

3    has been reached.

1    11.     The machine-readable medium of claim 7, wherein the inserting into the first set

2    of channels the first channel includes selecting the first channel from a set of channels

3    that includes channels having at least a predetermined frequency in channels lists of other

4    viewers in the viewer's geographic location.

1    12.     The machine-readable medium of claim 7, wherein the inserting into the first set

2    of channels the first channel includes selecting the first channel from a set of channels

3    that includes channels based on a predetermined subject matter.

1    13.     A system comprising:

2          a first unit to providing a first set of channels, the first set of channels selected

3    based on a predetermined criteria related to a viewing preference of a viewer; and

4          a second unit coupled with the first unit to insert into the first set of channels a

5    first channel not selected based on the predetermined criteria related to the viewing

6    preference of the viewer.

1    14.     The system of claim 13, wherein the first channel is selected by a system operator.

1    15.    The system of claim 13, wherein the second unit is further to disallow inserting

2    into the first set of channels the first channel upon determining that a number of channels

3    not selected based on the predetermined criteria related to the viewing preference of the

4    viewer that have been inserted into the first set of channels is greater than a

5    predetermined number.


1    16.    The system of claim 13, wherein the first channel is set to expire once a time limit

2    has been reached.


1    17.    The system of claim 13, wherein the first channel is selected from a set of

2    channels that includes channels having at least a predetermined frequency in channels

3    lists of other viewers in the viewer's geographic location.


1    18.    The system of claim 13, wherein the first channel is selected from a set of

2    channels that includes channels based on a predetermined subject matter.